

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF DELAWARE**

**IN THE MATTER OF THE APPLICATION OF)
DELMARVA POWER & LIGHT COMPANY TO) PSC Docket No. 09-311
IMPLEMENT AN ADVANCED METERING)
ENABLED DYNAMIC PRICING PLAN)
(Filed March 22, 2011))**

PUBLIC NOTICE OF FILING

**TO: ALL ELECTRIC CUSTOMERS OF DELMARVA POWER & LIGHT
COMPANY**

On March 22, 2011, Delmarva Power & Light Company ("Delmarva") filed an Application with the Delaware Public Service Commission ("Commission") requesting approval of a proposed Dynamic Pricing Rider DP and Delmarva's currently proposed phase-in timeline for implementing dynamic pricing for all Delmarva customers served under SOS rates.

SUMMARY OF PROPOSED RIDER AND IMPLEMENTATION SCHEDULE

According to Delmarva, the dynamic pricing proposed in its Application is designed to provide customers with incentives to reduce consumption during times when costs of producing and supplying electricity is highest (peak demand periods). The deployment of an Advanced Meter Infrastructure ("AMI") system will assist customers in making decisions concerning energy usage through availability of detailed energy use information which is designed to reduce energy consumption during peak periods. Delmarva's proposed Dynamic Pricing Rider DP will appear on bills for residential and small and medium commercial customers. The Rider DP modifies the SOS Generation portion of the bill by specifying Critical Peak Pricing ("CPR") as the default pricing structure. Delmarva expects to complete the installation and activation of the electric meters by the third quarter of 2011. Beginning with the first quarter 2012, Delmarva will begin to move several thousand customers to Rider DP.

PETITIONS FOR INTERVENTION

Any person or group wishing to participate formally as a party in this docket (PSC Docket No. 09-311), with the right to submit evidence and to be represented by counsel must, in accordance with PSC Rule No. 11, petition the Commission for and be granted leave to intervene in the proceedings in this docket by the Hearing Examiner. **To be timely, all petitions for intervention must be filed with the Delaware Public Service Commission, Attn: Alisa Bentley, Secretary, at 861 Silver Lake Boulevard, Suite 100, Cannon Building, Dover, Delaware 19904 on or before 4:00 p.m. EDST on Tuesday, May 3, 2011.**

Only those persons or entities that have been granted intervention in this matter will be permitted to present witnesses, conduct cross-examination or introduce evidence in this proceeding. Members of the public are welcome to attend the evidentiary hearings as observers.

The Hearing Examiner will consider the Application, including any settlement that might be reached by the parties to this proceeding, in hearings to be held at the times and locations determined by the Hearing Examiner.

Copies of the Application, testimony and attachments will be available for public inspection at the Commission's Dover office at the above address or on the Commission's website at <http://depsec.delaware.gov/electric.shtml>. You may also review copies of the documents, by appointment, at the office of the Division of the Public Advocate located at the Carvel State Office Building, 4th Floor, 820 North French Street, Wilmington, Delaware 19801. Please call (302) 577-5077 to arrange for a time to review the documents at that location.

Individuals with disabilities who wish to participate in these proceedings or to review these filings may contact the Commission to discuss any auxiliary aids or services needed to facilitate such review or participation. Such contact may be in person, by writing, telephonically, by use of the Telecommunications Relay Service, or otherwise. The Commission Staff is available for questions concerning the Application and other documents. The Commission's toll-free telephone number within Delaware is 1-800-282-8574. The Commission can also be reached at (302)736-7500 and that number should be used for Text Telephone ("TT") calls. Inquiries can also be sent to the Commission by Internet e-mail to janis.dillard@state.de.us.